

Disclosed herein are methods and systems for causing transmission of Web contents from a Web site to a home client computer in synchronization with the broadcasting of a TV program. Two systems for implementing said synchronization are provided including, (1) Server-Side Synchronization in which said synchronization is performed at the server sides: the TV broadcasting system is provided with a synchronization system for sending synchronization signals to the TV station's Web site; in response thereto, said Web site will send the Web contents or data associated with the TV program to the clients; and (2) Client Remote-Control Synchronization in which said computer is provided with application system for receiving and responding to signals transmitted from a conventional TV/VCR remote control device such that, when the TV channel is switched by said remote control device, the Web site accessed by the home computer will also be switched.